MissionSite top unreached locations

Providence Graysville Benton Andalusia Beaverton BIRMINGHAM, AL raland Huevtown Union

Gordon

CENSUS TRACT: 01073010801 Ashford Ha Multiply on Clay Pinson Meridianville Leeds REGION: North Central Regionsdale West Blocton MaASSOCIATION: Birmingham Groves Littleville Hay Gardendale Cullman Courtland Brighton Newton DISTRICT: 11: Birmingham Metro District In partnership with the: Alabaster Pickensville Frisco CCOUNTY Jeffersonville Haleburg Webb Odenvil Intercultural Institute Elkmont Forestdale SITESCAPE: Suburbscape ton Tarrant Eva Oak for Contextual Ministry ga Rainsville Fort Payn Zermo Alabama Baptist Convention ammondville Si West End-Cobb Town Jackson Party TickState Board of Missions Nauvoo Toxev Glenčoe ©Copyright/2013 Entercultural Institute for Contextual Ministry adrid Grant Underwood-Petersville Sanford Chatom As

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Greenville Nectar Baileyton Orange Beach Pine Ridge Saks Jasper Millport Evergreen Heflin Au Hodges Midfield Graysville Camden Ohatchee Cottonwood Moundvier Brockwood Leeds Rock Hill Abbeville Boaz Irondale Valley Grande Beaverton Riverview Lester A for Contextual Ministry Cocopyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary

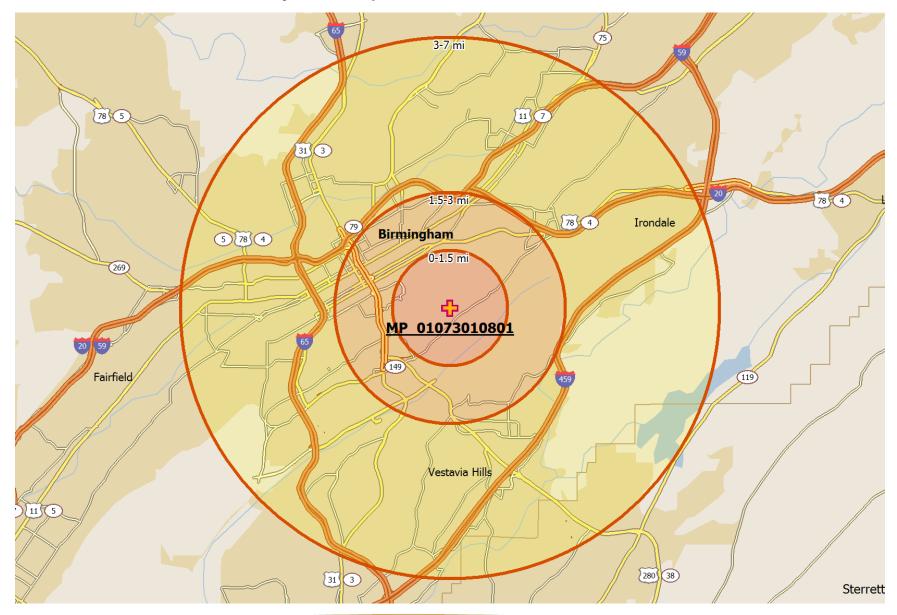
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1096	Birmingham
3	District	11	Birmingham Metro District
4	County Location	01073	Jefferson
5	Zipcode	35213	Jefferson
6	Sitescape Category	3	Suburbscape
7	Sitescape Group	3.3	Medium Suburbs
8	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
9	Sitescape Density Pattern	K	100000-250000-250000



gnolia Springs Hern Hill Thorsby Woodland Linden Onycha Sylacauga Huguley Pel City Banks Shile The Gilbertown Ethelsville Oak Hill Kennedy Hayden Springville Reden Arsonal Mobile Ridgeville Leeds Cullman Gu-Win Cowarts Cherokee Fort Deposit Ragland Be Contextual Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Opp Newbern Black Jacksonville Ardmore Cusseta Red Level Aliceville Centreville Midfield Field Field Field Station Dayton Kennedy Goshen Arab Paint Rock Kinston Verne Intercultural Institute Intercultural Institute Contextual Generation of Contextual Ministry Intercultural Institute for Contextual Ministry Ocopyright 2013, Intercultural Institute for Contextual Ministry of Atmore Carolina Colony Spanish Fort Center Point

Site Location Summary - Urbanicity

One key issue in site location is the degree of urbanicity - how rural or how urban is this setting? A number of government agencies have tackled this question in order to better compare various types of communities in the United States. The chart below provides a summary of how various government agencies have defined this particular location. IICM took the Rural Urban Commuting Areas (RUCA) from the US Department of Agriculture and created an index value based on the most rural value being a "0" and the most urban value being a "100". You will also see their ERS RUCA Commuting Value. The percent of households that commute from a non-metro to a metro area is also given.

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	1	Large Central Metro - counties in metropolitan statistical area of 1 million or more population
5	NCES Urban Centric Locale	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with
	Codes		population of 250,000 or more.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

herokee Vina Luverne Oak Hill Ashville Kinsey Waverly Camp Hill New Market Mulga Addison Coke ceville Lockhart Good Hope Silas Blountsville Cleveland Heflin Elmore Intercultural Institute Hazel Green Northport Riverside Boligee Berry Gilbertown Pike Road Confertual Ministry Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

Below is a summary of the composition of the three bands around the center of the census tract. Values for the total population, and various types of group quarters in each band are provided below. In addition to current population estimates, each band has been compared to all of the other census tract bands around the country. Population density, language diversity, foreign born diversity, ancestry diversity and racial (broad census categories) diversity have all been indexed across the country with a "0" value representing the least value and 100 representing the most in each category. For an explanation of these indices please see the Sitescape article at MissionalCyclopedia.org.

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	14,274	47,995	185,164
2010 Households	6,546	22,209	76,974
2010 Group Quarters Population	10	2,102	8,850

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	56	60	59
Language Diversity National Index	36	27	27
Foreign Born Diversity National Index	92	57	48
Ancestry Diversity National Index	43	12	16
Racial Diversity National Index	62	69	70

Hackleburg Dozier Hount Vernon Leesburg Sanford Providence Grayson Valley Lowndesbor New Hope Monroeville McIntosh Lisman Lipscomb Livingston Valley Intercultural Institute Triana Silverhill Jasper Hartselle Mountainboro Trafford Indian Solution (or Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Wilsonville Davton Piedmont Wilton Locust For

6

Site Location Summary - County Environment

In 2004, the US Department of Agriculture created a county typology that categorizes all of the 3140 US counties into 6 economic-dependency types and 7 other county-types. Although the specific bands of this report may differ from the dominant characteristics of the county, the county environment is useful to better understand the site location context. Further information about these categories may be found at the MissionalCyclopedia.org website.

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	0	False
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	1	True
Nonspecialized-dependent county indicator	0	False

onville Smiths Station Haytown Fairfield Twin Section Camp Hill Taylor Geiger Blue Ridge Montevalle Element Myrtlewood Birmingham Vernon Ohatchee Uniontown Tuscured Intercultural Institute on Vina Lake View Daphne Guntersville Flomaton Childersburg Grant for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Midland City, Clay, Morris, Opp. Phil Campbell, Edgewa

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	4,391	67.08%
Mainstay Communities	Established, Diverse Households	992	15.15%
Working Communities	Blue-collar, Working Families	605	9.24%
Country Communities	Rural, Agri. & Mining Families	20	0.31%
Aspiring Communities	Young Singles / Aspiring-Multihousing	524	8%
Urban Communities	High Density, Inner-city Neighborhoods	14	0.21%

Temphis Centreville Stocomb Hokes Bluff Lynn Graysville Fruithurst Kinston Dothan Chelsea Bayou Clayhatchee Elba Louisville Prattville Athens Brookwood Babbie Intercultural Institute Waterloo New Hope Elkmont Gu-Win Paint Rock Maplesville Millpool (outextual Ministry Allen Douglas Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

The site location summary has been designed to aid APEPT missional response teams, church planters and church planting sponsors in determining potential sites for starting new ministries and new congregations and choosing appropriate personnel for the location. Below is a list of several issues that need to be considered in choosing a potential site location.

Issues for Your Consideration

- 1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.
- 2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

Brookside Forkland Grimes Sand Rock Alabaster Excel Coker Snead Twin Wilsonville Falkville Elmore Nauvoo Maplesville Florala Clio Needham Edwardsville Graph Intercultural Institute ort Payne Warrior Pollard Clay Greenville Daleville Jasper Heflin Model Cusseta Moundville Millport All 90 Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

- 3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.
- 4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.
- 5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?



Spirituality Indicators Overview - Evangelscape

The Evangelscape is an IICM dataset based on a national study conducted by the Simmons Market Research Bureau as indexed to the MOSAIC lifestyle segmentation system. The dataset includes the percent of households for each MOSAIC lifestyle segment that are considered "unreached," "religious but not evangelical," "spiritual but not religious or evangelical," and "not evangelical and not interested in religion or spirituality." For an explanation of these terms see the Evangelscape article at MissionalCyclopedia.org.

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	188,839	4,796	2.54%
Unreached %	70.04%	73.27%	104.61
Religious But NOT Evangelical HH	59,062	1,159	1.96%
Religious But NOT Evangelical %	21.91%	17.71%	80.84
Spiritual But NOT Relig or Evang HH	23,159	851	3.68%
Spiritual But NOT Relig or Evang %	8.59%	13%	151.39
Not Evangelical, Not Interested HH	108,094	2,786	2.58%
Not Evangelical, Not Interested %	40.09%	42.55%	106.14





Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of ALSBOM within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	258	12	4.65%
Active ALSBOM Attenders	47,650	2,137	4.48%
Active Evangelical Households	60,770	5,702	9.38%
Active Evangelical Percent	22.54%	19.83%	87.98
Inactive Evangelical Households	20,000	1,876	9.38%
Inactive Evangelical Percent	7.42%	6.53%	87.97
# New Churches Needed	0	2	0%





Spirituality Indicators - 30 Closest ALSBOM Churches

The table below lists the 30 closest ALSBOM churches to this site location. You will also find the distance from the site, their average worship attendance over the last five years, and their growth rate. The growth rate is based upon the growth rate of the church's resident membership, Sunday School average and AM Worship attendance. You will want to visit the closest churches as part of your site location review as you prepare to begin a new ministry or congregation. You may also want to discuss the type of people that each church is reaching with the closest churches.

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Mountain Brook	0.75 mi	529	Plateauing	16	Irondale First	3.35 mi	216	Plateauing
2	McElwain	1.56 mi	318	Plateauing	17	Philadelphia	3.45 mi	239	Growing
3	New Hope-South Avondale	1.87 mi	0	Plateauing	18	Overton First	3.54 mi	29	Declining
4	Crestway	2.07 mi	233	Declining	19	Ruffner Valley	3.57 mi	60	Declining
5	Christ for the Nations	2.25 mi	0	Plateauing	20	East Lake Full Gospel	3.78 mi	87	Growing
6	Baptist Church of the Covenant	2.53 mi	176	Growing	21	Liberty Park	3.86 mi	291	Plateauing
7	Central Missionary	2.69 mi	65	Declining	22	Dawson Memorial	3.87 mi	2,245	Plateauing
8	Southside	2.72 mi	163	Declining	23	Spirit of Faith	4.23 mi	14	Plateauing
9	Korean (Southside)	2.72 mi	0	Plateauing	24	Agape Missionary	4.24 mi	0	Plateauing
10	Mt. Mariah	2.75 mi	0	Plateauing	25	Pineview	4.59 mi	51	Declining
11	Brookwood	2.82 mi	562	Declining	26	Lake Highland	4.79 mi	58	Growing
12	Cahaba Heights	2.89 mi	91	Declining	27	Lakewood	4.84 mi	118	Declining
13	Downtown Church	3.08 mi	0	Plateauing	28	New Birth Christian	4.87 mi	0	Plateauing
14	Vestavia Hills	3.12 mi	413	Plateauing	29	Plainview	4.98 mi	38	Declining
15	Birmingham First	3.32 mi	419	Declining	30	Tarrant First	5.05 mi	69	Declining

Glenwood Phenix City Jacksonville Brent Wadley Tuskegee Opp Kimberly Trussville Harpersville Silas Forestdale Minor Newbern Vredenburgh Colony Pleasant Greet Intercultural Institute Thorsby Sylvan Springs Babbie Brewton Attalla Reform Coker Shilo (onfectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Altooria Highland Lake Boligee Killen Addis

Using the Spirituality Indicators

Below are some issues related to the spirituality indicators that you may want to consider as you review this site as a potential location for a new ministry or new congregation.

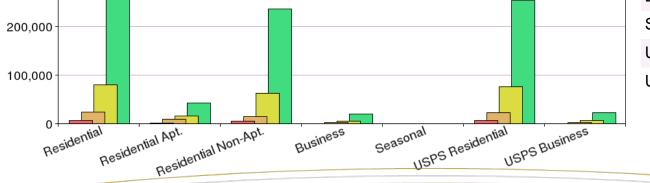
Issues for Your Consideration

- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
- 2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.
- 3. The list of churches on page 13 only includes ALSBOM churches. You will need to take other chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO		DEMOSCAPE	COUNTY	BAND	% OF
1990 Population	651,526	15,392	2.36%		1990 Households	251,478	6,740	2.68%
2000 Population	662,047	15,025	2.27%		2000 Households	263,265	6,765	2.57%
2010 Population	666,792	14,274	2.14%		2010 Households	269,609	6,546	2.43%
Location Types in this MissionSite 🗖 0-1.5mi Band 🛛 1.5-3mi Band 🔂 3-7mi Band 🗖 County							vpe	0-1.5mi Ba
📕 0-1.5mi Ba							•	6,825
400,000						Residential /	Apt.	963
300,000							Non-Apt.	5,862
								287
200,000						Seasonal		0

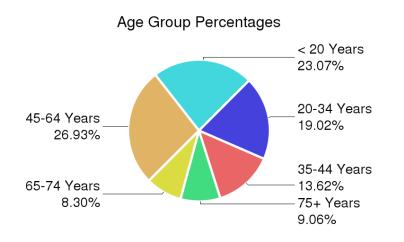


USPS Residential 6,646 **USPS** Business 297

Indian Springs Village ntercultura itute McDonald Chape Hytop nistu for Contextual Ministr 15

A current year demographic summary of age categories for the site location appears on the right.

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

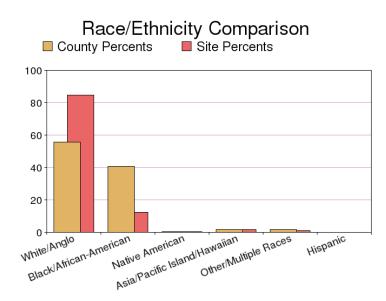


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	6.41%	112.85
4-5 Years	2.7%	2.56%	94.81
6-8 Years	3.98%	3.52%	88.44
9-11 Years	3.86%	3.39%	87.82
12-13 Years	2.52%	2.22%	88.1
14-17 Years	5.08%	3.52%	69.29
18-19 Years	2.53%	1.43%	56.52
0-5 Years	8.38%	8.97%	107.04
6-12 Years	9.1%	8.04%	88.35
13-19 Years	8.87%	6.05%	68.21
< 20 Years	26.35%	23.06%	87.51
20-34 Years	20.74%	19.01%	91.66
35-44 Years	12.98%	13.61%	104.85
45-64 Years	25.86%	26.92%	104.1
65-74 Years	7.12%	8.3%	116.57
75+ Years	6.94%	9.06%	130.55
Median Age	37	43	116.28
Median Age (Male)	35	41	117.24
Median Age (Female)	39	45	115.13

osh Double Springs Gordon Blue Ridge Morris Anderson Babbie Kellyton Millry Pickensville Brantley hart Midland City Jasper Rogersville Excel Clio Phil Campbell McKenzer Pleasant Grove Shiloh Houri sburg Adamsville Union Springs Glenwood Irondale Piedmont Foley Jor Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	55.64%	84.7%	152.24
Black, African-American	40.69%	12.33%	30.3
Native American	0.36%	0.17%	46.52
Asian	1.49%	1.6%	107.46
Pacific Island, Hawaiian	0.08%	0.04%	50.59
Other/Multiple Races	1.74%	1.16%	66.54
Hispanic	0%	2.42%	0
Education of Adults (25 yrs+)			

Total Adults over age 25 years.	447,863	10,449	
Less than 9th Grade	3.46%	0.78%	446.48
No High School Diploma	8.86%	2.83%	312.74
High School Graduate	28.96%	10.12%	286.24
Some College, no degree	22.64%	15.66%	144.6
Associate Degree	7.22%	3.74%	192.95
College Degree	17.82%	34.14%	52.21
Graduate/Prof. degree	11.04%	32.74%	33.72

Geneva Fulton Gordon Pleasant Grove Double Springs Waldo Kimberly Hokes Bluff Centreville Gunte Geneva Fulton Gordon Pleasant Grove Double Springs Waldo Kimberly Hokes Bluff Centreville Gunte Geneva Triana Prattville Bear Creek Wedowee Carrollton Bay Minette Glero Intercultural Institute Cowarts Fort Rucker Waverly Boaz Lisman Vernon Anniston Red for Contestual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

A current year demographic summary of family and non-family households for the site location appears on the right.

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	8.23%	2.63%	40.87
\$10,000 to \$19,999	13.29%	6.65%	49.99
\$20,000 to \$29,999	12.05%	7.75%	64.29
\$30,000 to \$49,999	20.54%	18.3%	89.08
\$50,000 to \$59,999	8.47%	6.98%	82.39
\$60,000 to \$69,999	6.88%	5.32%	77.3
\$70,000 to \$79,999	5.9%	5.24%	88.77
\$80,000 to \$89,999	4.74%	4.67%	98.65
\$90,000 to \$99,999	3.22%	3.61%	112.1
\$100,000 to \$124,999	6.59%	8.23%	125.01
\$125,000 to \$149,999	3.44%	6.16%	178.9
\$150,000 to \$199,999	3.44%	10.36%	301.04
\$200,000 to \$249,999	1.12%	4.77%	424.1
\$250,000 or more	2.08%	9.3%	446.31
Median Household	45,427	84,650	186.34
Average Household	68,011	127,066	186.83
Per Capita Household	28,213	58,273	206.55
Family/Non-Family Household			
Income			
Median Family Income	58,390	126,060	215.89
Average Family Income	83,931	161,318	192.2
Median Non-Family Income	28,382	47,251	166.48
Average Non-Family Income	39,159	66,856	170.73

n Moore Triana Ragland Guin Edwardsville Clanton Russellville Frisco City Graysville Hytop For Hill Theodore Munford Bayou La Batre Hartford Pine Apple Brantley Intercultural Institute Newbern Tarrant Kansas Walnut Grove Brilliant Fairhope Redstone Ar Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

A current year demographic summary of household types, houseing units and households by size and count by person for the site location appears at right.

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	64.44%	58.13%	90.2
Families with Children	32.53%	25.07%	77.06
Families without Children	31.91%	33.06%	103.6
Non-Family Households			
% Non-Family Households	35.56%	41.87%	117.76
Non-Families with Children	0.19	0.03	15.93
Non-Families without Children	35.37	41.84	118.31
Housing Units			Index
Total Housing Units	313,876	7,301	
Vacant percent	14.1%	10.35%	73.42
Owned percent	58.37%	73.63%	126.14%
Rented Percent	27.52%	16.01%	58.18
Households by Size			Index
Avg household size	2.41	2.18	90.46
Avg family hh size	3.12	2.94	94.23
Avg non-family hh size	1.13	1.12	99.12
Households By Count of Persons			Percent
One	84,836	2,378	2.8%
Two	81,467	2,226	2.73%
Three or Four	80,946	1,508	1.86%
Five+	22,360	433	1.94%

rne Morris Oak Grove Falkville Magnolia Springs Franklin Thorsby Mountain Brook Underwood-Petersville Centre McIntosh Ridgeville Florala Ashville Grand Bay Geiger Brewter Intercultural Ridge Robertsdale anoke Pennington Henagar Clio Eva Hammondville Millport Birmingh for Contextual Ministry Histopright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

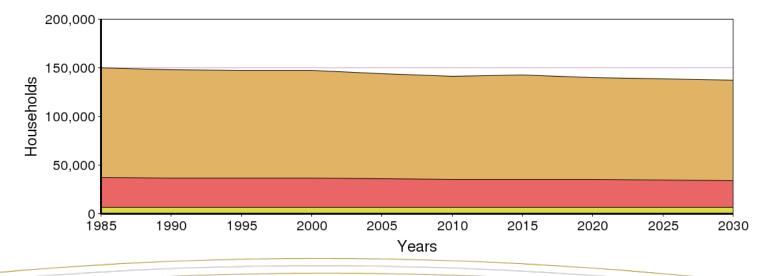
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	651,526	15,392	2.36%
2000 Population	662,047	15,025	2.27%
2010 Population	666,792	14,274	2.14%
2015 Population	675,554	14,111	2.09%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 🛛 📕 0-3mi Ring

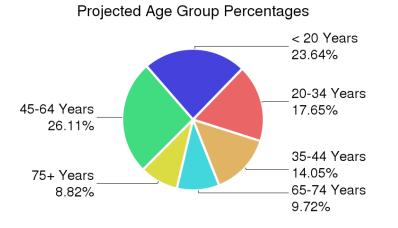
📕 0-7mi Ring



Kinston Somerville Underwood-Petersville Centreville Sheffield Midland City La Fayette Newton Wa Castleberry Cordova Sweet Water Citronelle Gardendale Mountain Ministry Iope Woodville Morris Trafford Snead Eufaula Elkmont Geiger New Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

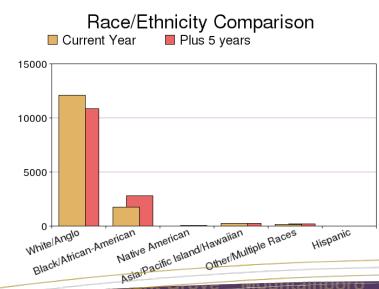


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.41%	6.17%	96.26
4-5 Years	2.56%	2.55%	99.61
6-8 Years	3.52%	3.61%	102.56
9-11 Years	3.39%	3.61%	106.49
12-13 Years	2.22%	2.39%	107.66
14-17 Years	3.52%	3.78%	107.39
18-19 Years	1.43%	1.53%	106.99
0-5 Years	8.97%	8.72%	97.21
6-12 Years	8.04%	8.45%	105.1
13-19 Years	6.05%	6.47%	106.94
< 20 Years	23.06%	23.64%	102.52
20-34 Years	19.01%	17.65%	92.85
35-44 Years	13.61%	14.05%	103.23
45-64 Years	26.92%	26.1%	96.95
65-74 Years	8.3%	9.72%	117.11
75+ Years	9.06%	8.82%	97.35
Median Age	37	44	117.3
Median Age (Male)	35	42	118.49
Median Age (Female)	39	45	115.9

a Springs Alexander City Goldville Columbiana Fayette Mount Vernon Cowarts Elkmont County Line G Hytop Cedar Bluff Red Level Crossville Edwardsville Faunsdale Fort Alexander Derrich Baileyton Abber Pleasant Grove Vincent Waterloo Autaugaville Huntsville Lincoln No Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Bayes Parcet Futaula

A comparison between the current and PROJECTED demographic summary of race/ethnicity and education categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	84.7%	76.83%	90.7
Black, African-American	12.33%	19.74%	160.07
Native American	0.17%	0.23%	134.87
Asian	1.6%	1.85%	115.29
Pacific Island, Hawaiian	0.04%	0.1%	236.03
Other/Multiple Races	1.16%	1.25%	108.51
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	10,449	10,243	
Less than 9th Grade	0.78%	0.56%	71.79
No High School Diploma	2.83%	2.21%	77.89
High School Graduate	10.12%	10.06%	99.41
Some College, no degree	15.66%	15.02%	95.96
Associate Degree	3.74%	3.96%	105.92
College Degree	34.14%	34.23%	100.27
Graduate/Prof. degree	32.74%	33.96%	103.74

et Carolina Lockhart Odenville Franklin Hurtsboro Good Hope Point Clear Smiths Station Hytop Troy der Oriville Daviston Tuscumbia Mooresville Springville Section Bear of Coaling Concord Anders Grand Bay Needham Waverly Piedmont Brookside Rainbow City Jos Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

	CUDDENT		
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	2.63%	2.21%	84.14
\$10,000 to \$19,999	6.65%	6.4%	96.36
\$20,000 to \$29,999	7.75%	6.85%	88.38
\$30,000 to \$49,999	18.3%	16.85%	92.05
\$50,000 to \$59,999	6.98%	6.59%	94.34
\$60,000 to \$69,999	5.32%	5.09%	95.79
\$70,000 to \$79,999	5.24%	5.24%	98.06
\$80,000 to \$89,999	4.67%	4.88%	103.72
\$90,000 to \$99,999	3.61%	3.72%	103.18
\$100,000 to \$249,999	8.23%	8.92%	108.32
\$125,000 to \$149,999	6.16%	6.69%	108.72
\$150,000 to \$199,999	10.36%	11.43%	110.4
\$200,000 to \$249,999	4.77%	5.2%	109.08
\$250,000 or more	9.3%	9.91%	106.52
Median Household	84,650	91,547	108.15
Average Household	127,066	136,394	107.34
Per Capita Household	58,273	63,399	108.8
Family/Non-Family Household			
Income			
Median Family Income	126,060	133,658	106.03
Average Family Income	161,318	175,940	109.06
Median Non-Family Income	47,251	49,122	103.96
Average Non-Family Income	66,856	71,279	106.62

Ozark Brent Libertyville Babbie Gulf Shores Robertsdale Reece City Montgomery Southside Abbeville Idville Tarrant Myrtlewood Magnolia Springs Marion Clio Dora Columbia Ardmore Alexander City Ora Ido Spanish Fort Decatur Daviston Sylacauga Good Hope Detroit Blue for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Elorence Silverbill Andre January Somerville Banks Gordonville Jemison Athens Blue R

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	58.13%	57.04%	98.12
Families with Children	25.07	24.32	97
Families without Children	33.06	32.02	96.85
Non-Family Households			
% Non-Family Households	41.87%	42.96%	102.61
Non-Families with Children	0.03	0.03	102.61
Non-Families without	41.84	42.93	102.61
Children			
Housing Units			
Total Housing Units	7,301	7,315	100.19%
Vacant percent	10.35%	10.32%	99.68
Owned percent	73.63%	73.52%	99.85
Rented Percent	16.01%	16.14%	100.83
Households by Size			
Avg household size	2.18	2.15	98.62%
Avg family hh size	2.94	2.95	100.34%
Avg non-family hh size	1.12	1.09	97.32%
Households By Count of			
Persons			
One	2,378	2,463	103.57%
Two	2,226	2,182	98.02%
Three or Four	1,508	1,485	98.47%
Five+	433	428	98.85%

Libertyville <u>Coaling Level Plains Saks Satsuma Pinckard McMullen Hayneville Lipscomb Killen</u> tield Geneva Athens Pollard Center Point Repton Ashland Phenix Content Intercultural Institute Daphne Cottonwood Petrey Aliceville Hueytown Montevallo Wilso Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Ethnographic Summary

The heart of the missional task is reaching specific people groups. Some of the ethnic, language, ancestry, and foreign-born groups in your missional site may need contextual approaches to reach them and multiply disciples among them. Foreign born peoples bring much of their culture from their homelands with them. However, over time they begin to adapt to their new surroundings. Different approaches may be needed for groups at different levels of acculturation. For more information about acculturation please see the MissionalCyclopedia.org.

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	308	2,491	6,060	Eastern Africa	Eastern Africa 29	Eastern Africa 29 67
Northern Europe	8	145	388	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	14	157	260	Northern Africa	Northern Africa 0	Northern Africa 0 13
Southern Europe	5	55	92	Southern Africa	Southern Africa 0	Southern Africa 0 21
Eastern Europe	26	236	274	Western Africa	Western Africa 0	Western Africa 0 27
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 17
Eastern Asia	86	370	873	Oceania	Oceania 0	Oceania 0 13
So. Central Asia	0	137	618	Caribbean	Caribbean 16	Caribbean 16 54
SE Asia	36	88	388	Central Amer.	Central Amer. 31	Central Amer. 31 831
Western Asia	27	36	227	South America	South America 6	South America 6 134
Other Asia	0	6	59	North America	North America 24	North America 24 84
				Born at sea	Born at sea 0	Born at sea 0 0

W Site Spanish Fort Carbon Hill Grimes New Brockton Boligee Sulligent Edwardsville Creola Jackson Beatrice Monroeville Eldridge Trinity Centre Blue Springs Vreder Millbrock Hueytown Flo Section Cedar Bluff Sylvania Blountsville Fyffe Hamilton McIntosh Gor Contextual Ministry Leesburg Powell Haleyville Newville Oxford S25 Bobie Copyright 2013, Intercultural Institute for Contextual Ministry

Language Summary

The table below provides the percentage of population over the age of 5 who speak these languages within the three site bands. The data is based upon the 2000 Census SF3 dataset.

SPOKEN AT HOME	0-1.5	1.5-3	3-7	SPOKEN AT HOME	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MIL
English only	12,327	44,894	176,317	Other Indo-Euro	1	68	75
Spanish	161	1,850	4,907	Asian/PI languages	0	0	0
Other Indo-Euro	193	1,290	2,910	Chinese	70	333	617
language				Japanese	0	56	146
French (incl. Patois,	77	488	853	Korean	12	23	152
Cajun)				Mon-Khmer,	0	0	38
French Creole	0	0	19	Cambodian			
Italian	1	45	171	Miao, Hmong	0	0	0
Portuguese	0	8	82	Thai	0	26	46
German	85	214	519	Laotian	0	0	0
Yiddish	5	52	0	Vietnamese	35	7	244
Other West Germanic	7	21	74	Other Asian	6	30	222
A Scandinavian	0	0	16	Tagalog	0	23	33
Language				Other Pacific Is	0	0	11
Greek	3	47	209	Other languages	64	222	982
Russian	0	132	154	Navajo	0	0	0
Polish	0	15	14	Other Native N.	0	0	5
Serbo-Croatian	0	3	15	American			
Other Slavic Language	14	31	60	Hungarian	0	6	9
Armenian	0	10	0	Arabic	19	59	418
Persian	0	0	124	Hebrew	16	52	104
Gujarathi	0	7	67	African languages	29	105	407
Hindi	0	93	258	Other unspecified	0	0	39
Urdu	0	26	48				

The Sylacauga Hueytown Vincent Bakerhill Ashford Winfield Beatrice Billingsley Moundville Saks Hamilton Scottsboro Creola Hanceville Montevallo Dutton Dodge City Intercultural Institute ohne Eclectic Vernon Wilton Oak Hill West Jefferson Locust Fork For Joi Contextual Ministry for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Pine Hill Monroeville Colony Rockford Nector Japa

Ancestry Summary

The table below provides the percentage of population with a historical national heritage within the three site bands. The data is based upon the 2000 Census SF3 dataset.

ANCESTRY	0-1.5	1.5-3	3-7	ANCES	ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	10,432	40,491	151,982	Irish	Irish	Irish 844	Irish 844 2,141
Arab	104	204	839	Italian	Italian	Italian 388	Italian 388 849
Armenian	0	0	27	Lithuan	Lithuanian	Lithuanian 26	Lithuanian 26 76
Austrian	19	76	110	Norweg	Norwegian	Norwegian 110	Norwegian 110 220
British	229	418	880	Polish	Polish	Polish 54	Polish 54 245
Canadian	13	52	170	Portugu	Portuguese	Portuguese 0	Portuguese 0 57
Croatian	0	0	33	Romani	Romanian	Romanian 10	Romanian 10 19
Czech	30	82	42	Russiar	Russian	Russian 101	Russian 101 327
Czechoslovak	3	16	53	Scandir	Scandinavian	Scandinavian 12	Scandinavian 12 34
Danish	21	14	77	Scotch-	Scotch-Irish	Scotch-Irish 628	Scotch-Irish 628 1,322
Dutch	127	192	852	Scottish	Scottish	Scottish 558	Scottish 558 1,195
English	2,444	5,156	13,136	Slovak	Slovak	Slovak 21	Slovak 21 14
European	275	513	1,404	Subsah	Subsaharan African	Subsaharan African 43	Subsaharan African 43 515
Finnish	8	7	95	Swedisl	Swedish	Swedish 19	Swedish 19 86
French (not Basque)	263	612	1,769	Swiss	Swiss	Swiss 40	Swiss 40 68
French Canadian	30	103	243	Ukrainia	Ukrainian	Ukrainian 4	Ukrainian 4 59
German	789	2,367	6,848	US/Ame	US/American	US/American 1,292	US/American 1,292 3,598
Greek	73	189	620	Welsh	Welsh	Welsh 125	Welsh 125 211
Hungarian	21	83	125	West In	West Indian	West Indian 11	West Indian 11 52
Iranian	14	3	47	Yugosla	Yugoslavian	Yugoslavian 0	Yugoslavian 0 11
				Other	Other	Other 1,683	Other 1,683 19,305

est Point Hoover Pine Ridge South

Aliceville <u>Geneva Hayden Eldridge Moundville</u> Coffee Springs Mooresville Cusseta Hagnolia Spring Loachapoka Creola Owens Cross Roads Elmore Union Grove Woodland <u>Intercultural Institute</u> sco City Cardiff Kinston Prichard Waldo Glen Allen Gurley Penningto *for Contextual Ministry* Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

Below are some issues related to the demographic indicators that you may want to consider as you review this site as a potential location for a new ministry or new congregation.

Issues for Your Consideration

- 1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
- 2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
- 3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

Banks Leeds Oak Hill Gulf Shores Owens Cross Roads Gardendale Gadsden Section Killen Carbon H Hisville Forkland Heath Waldo Benton Union Lake View Cuba Allgood Intercultural Institute Functor and the section of the s

Using the Demographic Indicators

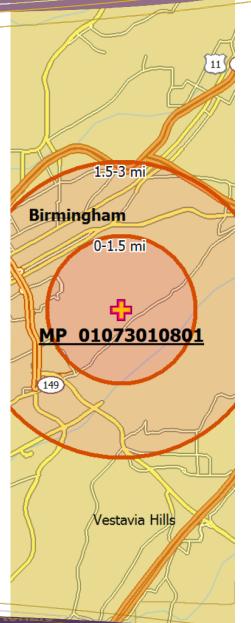
Issues for Your Consideration - continued

- 4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?
- 5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?
- 6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

Onycha Vernon Rehobeth Beaverton Ashford Akron Cardiff Crossville Gantt Belk Centreville Huntsville Napier Field Margaret Grimes Lester La Fayette New Brockton Intercultural Institute If Shores Sylacauga Attalla Sweet Water Luverne Butler Berry Autaus (on fextual Ministry on Confectual Ministry er©Copyright 2013, Intercultural Institute for Contextual Ministry Batre Double Springs Cowarts Headland Atmore R29

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangelscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangelscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Wilsenville Cadaden Dauphin Island Wedowee Lisman Millbrook Cleveland Gerdonville New Brockton Talassee Huntsville Sylacauga Guntersville Sardis City Fulton Robert Intercultural Institute Intercultural Institute Stevenson Akron Lincoln Eutaw Courtland Confectual Ministry Ohatchee Brundidge Steele Selmont-West Selmont 30 Copyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

6,546 3,339	100%	4,797	100%
•	E4 040/		10070
	51.01%	2,484	51.78%
702	10.72%	563	11.74%
1,991	30.42%	1,425	29.71%
60	0.92%	49	1.02%
290	4.43%	242	5.04%
0	0%	0	0%
296	4.52%	205	4.27%
0	0%	0	0%
1,052	16.07%	767	15.99%
232	3.54%	163	3.4%
370	5.65%	299	6.23%
414	6.32%	278	5.8%
0	0%	0	0%
2	0.03%	1	0.02%
34	0.52%	26	0.54%
242	3.7%	169	3.52%
126	1.92%	89	1.86%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
116	1.77%	80	1.67%
	702 1,991 60 290 0 296 0 1,052 232 370 414 0 2 34 242 126 0 0 0 0 0 0 0 242 126 0 0 0 0 0 0 0	702 $10.72%$ $1,991$ $30.42%$ 60 $0.92%$ 290 $4.43%$ 0 $0%$ 296 $4.52%$ 0 $0%$ $1,052$ $16.07%$ 232 $3.54%$ 370 $5.65%$ 414 $6.32%$ 0 $0%$ 242 $0.03%$ 34 $0.52%$ 126 $1.92%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$	702 $10.72%$ 563 $1,991$ $30.42%$ $1,425$ 60 $0.92%$ 49 290 $4.43%$ 242 0 $0%$ 0 296 $4.52%$ 205 0 $0%$ 0 $1,052$ $16.07%$ 767 232 $3.54%$ 163 370 $5.65%$ 299 414 $6.32%$ 278 0 $0%$ 0 2 $0.03%$ 1 34 $0.52%$ 26 242 $3.7%$ 169 126 $1.92%$ 89 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 0 $0%$ 0 0 $0%$ 0 0 $0%$ 0

Union Grove Silverhill Goldville Grayson Valley Snead Moundville Cherokee Shorter North Courtland Fayette Frisco City Cottonwood Monroeville Lockhart Providence ont-West Selmont Langston Red Level Douglas Dauphin Island Vernon Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Minist

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,546	100%	4,797	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	750	11.46%	536	11.17%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	605	9.24%	437	9.11%
Urban Advancement	135	2.06%	91	1.9%
Amer. Great Outdoors	0	0%	0	0%
Mature America	10	0.15%	8	0.17%
METRO FRINGE	605	9.24%	413	8.61%
Steadfast Conservative	475	7.26%	326	6.8%
Moderate Conventionalists	130	1.99%	87	1.81%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

on Hytop North Courtland Montevallo Mulga Highland Lake South Vinemont Wedowee Hayden Kellyto keenville Hoover Dothan Fruithurst Sulligent Flomaton Gulf Shores Pickensville Gordo Colony Riverview Morris Owens Cross Roads Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,546	100%	4,797	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	524	8%	405	8.44%
Young Cosmopolitans	394	6.02%	309	6.44%
Minority Metro Communities	113	1.73%	84	1.75%
Stable Careers	17	0.26%	12	0.25%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	20	0.31%	12	0.25%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	20	0.31%	12	0.25%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

ville Avon Samson Dayton Goshen Westover Providence New Site Moulton Susan Moore Brookwood Springville Gordo Walnut Grove Nauvoo Oak Grove Hanceville Enterprovidence Intercultural Institute ondale Locust Fork Eclectic Lakeview Cowarts Lynn Millry Sheffield To Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,546	100%	4,797	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	14	0.21%	11	0.23%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1	0.02%	1	0.02%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	13	0.2%	10	0.21%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

rdsville Notasulga Regersville Arley Edgewater Ariton Ider Rainsville Tuscaloosa Eva Haleburg Switch Brantley Waverly Kinston Albertville Greensboro Pinckard Ozark Intercultural Institute Talladega Springs Valley Onycha Dodge City Lakeview Clay Orrville Fierful Ministry Finity Gordon Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Sand Rock Selma Bridgeport Geraldine Southside

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

- 1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?
- 2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?
- 3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?
- 4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?
- 5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

and Madison <u>Tillmans Corner Dothan Westover Hartford Eva</u> Clay Level Plains Emelle Mobile Newton The Grand Bay Headland Parrish Steele Bessemer Talladega Waverly <u>Intercultural Institute</u> Vest Point Centre Clayhatchee Heflin Kellyton Cherokee Baileyton Mi Confertual Ministry Selma Southside Lynn Webb Ashville Lexington T35 Copyright 2013, Intercultural Institute for Contextual Ministry Black Chelsea Colony Elocala Frisco City Fort Depo

Potential Cultural Bridges

Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).



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The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5	1.5-3	3-7	BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	87%	79%	72%	Use Comp. for News/Info./Data	38%	30%	24%
Use Comp. for Internet/E-mail	76%	64%	55%	Service			
Internet Use: E-Mail	66%	56%	49%	HH Owns DVD Player	37%	34%	30%
Use Comp. for Word	58%	47%	38%	Internet Use: Banking	35%	30%	26%
Processing				PC-Network-HH Has One	30%	24%	20%
Use Comp. for Shopping	49%	40%	33%	Use Comp. for Personal Financ	al 26%	21%	16%
Use Comp. for Digital Camera	44%	36%	30%	Mngmnt			
Photo Editing				Use Comp. for Accounting	24%	19%	15%
Use Comp. for Banking	44%	36%	31%	Internet Use: Shopping: Made	A 20%	16%	12%
Use Comp. for Comp. Games	42%	37%	34%	Purchase			
Internet Use: News/ Weather	41%	34%	28%	Internet Use: Shopping: Gathere	ed 20%	18%	15%
Use Comp. for Education	38%	34%	31%	Info. for Shopping			
				Internet Use: Travel Reservation	ns 19%	14%	11%

Pes Pinckard Oakman Hayneville Orange Beach Concord Malvern Banks Excel Millport Vestavia Hills Ohatchee Pelham Ozark Winfield Vina Oak Grove Eutaw Chickas Intercultural Institute w Hope New Market Midfield Riverside Magnolia Springs Kellyton Faun for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Use Comp. for Telecommuting

18%

14%

10%

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Dining Out (Not Fast Food)	71%	62%	55%
Listening To Music	71%	70%	69%
Reading Books	66%	61%	56%
Go To A Beach/Lake	46%	39%	35%
Card Games	45%	43%	39%
Cooking for Fun	43%	39%	37%
Gardening	39%	31%	28%
Board Games	35%	32%	28%
Visit Museum	34%	28%	23%
Going To	24%	21%	20%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	67%	66%	65%
Gen./Fam. Practitioner	40%	37%	35%
Dentist	38%	32%	28%
Eye Dr.	25%	23%	21%
None Of These	21%	21%	21%
Backache	19%	20%	21%
High Cholesterol	19%	18%	17%
Hypertension/High Blood	18%	19%	19%
Pressure			
OB/GYN	15%	14%	13%
Any Arthritis	14%	14%	13%

Livingston Skyline Geneva Wilton Attalla Addison Mulga Castleberry Jemison Ridgeville Woodville Spanish Fort Pleasant Groves Pollard Edwardsville Fairfield Winfield Intercultural Institute Thomaston Holt Oak Hill Meridianville Reece City Redstone Arsenal for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5	1.5-3	3-7	BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILE
Concert	37.74%	34.18%	31.25%	Movies: Romantic Comedy	26.09%	23.93%	23.06
Live Theater	35.13%	29.74%	24.99%	Movies: Mystery	20.23%	22.19%	21.48
Live Theater Most Often	29.14%	23.8%	19.66%	Movies: Fam.	20.11%	20.13%	20.61
Rock/Pop Concerts Most	18.06%	17.04%	16.45%	MLB Baseball Reg.	14.27%	11.09%	9.31%
Often				Season			
Dance Performance	12.57%	12.56%	12.3%	College Football Reg.	11.02%	8.47%	6.88%
Classical Concerts Most	11.93%	9.88%	8.04%	Season			
Often				NFL Football Reg. Season	10.02%	8.22%	6.84%
Movies: Comedy	42.81%	42.09%	42.32%	College Basketball Reg.	7.34%	5.88%	5.25%
Movies: Action/Adventure	42.26%	41.99%	41.17%	Season			
Movies: Drama	28.26%	27.58%	26.46%	NBA Basketball Reg.	6.61%	5.55%	4.51%
				Season			
				NHL Hockey Reg. Season	5.13%	4.27%	3.66%

Try Clayhatchee Locust Fork Forestdale Toxey Babbie Wilton Orrville Concord Lester Grand Bay Ge Faunsdale Gaylesville Moores Mill Point Clear Athens Madison Mayor Haumondville Foley Bake Vicintosh Fairview Gadsden Arley Beatrice Vina St. Florian Montgome for Contextual Ministry Contextual Ministry City Bayou La Batre Sweet Water Lake Purdy Calera 39 Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

RIDGES	0-1.5	1.5-3	3-7	BRIDGES	0-1.5	
	MILES	MILES	MILES		MILES	
Walking for Exercise	49.12%	44.17%	40.68%	Freshwater Fishing	12.72%	
Swimming	39.67%	33.52%	29.26%	Yoga	11.2%	
Weight Training	23.88%	20.36%	17.56%	Tennis	11.12%	
Bowling	22.45%	20.99%	20.36%	Power Boating	10.25%	
Golf	22.14%	17.03%	13.17%	Downhill & X-Country	9.45%	
Using Cardio Machine	21.58%	17.86%	14.89%	Skiing		
Jogging/Running	19.8%	18.97%	18.47%	Baseball	8.96%	
Mountain/Road Biking	17.62%	14.63%	12.06%	Canoeing/Kayaking	8.57%	
Billiards/Pool	17.42%	17.33%	17.99%	Soccer	7.84%	
Stationary Cycling	16.87%	14.46%	12.82%	Football	7.59%	
Camping Trips	13.91%	10.81%	9.51%	Ice Skating	7.07%	
Backpacking/Hiking	13.88%	11.41%	9.07%	Volleyball	6.93%	
Aerobics	13.52%	12.66%	12.03%	Softball	6.63%	
Basketball	13.19%	14.61%	15.59%	Saltwater Fishing	6.63%	
				· · ·		

Moores Mill <u>Citronelle</u> Highland Lake Valley Mobile Loxley Sweet Water Kimberly Leeds Talladege Odenville Fairview Homewood Livingston Gordo Pine Hill Helena Weter Kimberly Leeds Talladege Taylor Benton Allgood Pennington Eldridge Gu-Win Reform Scotts Intercultural Institute Joi Confectual Ministry Mest End-Cobb Town Northport Pine Ridge Munford 40

Snorkeling

6.55%

6.02%

5.11%

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Target Shooting	5.91%	5.47%	5.67%
Hunting	5.19%	4.95%	4.8%
Horseback Riding	4.97%	4.63%	4.37%
Water Skiing	4.87%	4.25%	3.71%
Jet Skiing	4.86%	4.63%	4.33%
Roller Skating	4.77%	5.5%	6.02%
Motorcycling	4.71%	4.37%	4.21%
Sailing	4.64%	4.17%	3.39%
Fly Fishing	3.78%	3.74%	3.73%
Martial Arts	3.77%	3.9%	3.43%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Racquetball	3.65%	3.76%	3.95%
Hockey	3.4%	3.53%	3.35%
Snowboarding	3.39%	3.46%	3.25%
Rowing	3.33%	3.01%	2.35%
Archery	3.27%	2.96%	2.96%
Rock Climbing	3.2%	3.35%	3.32%
Snowmobiling	2.9%	2.99%	2.84%
Surfing & Windsurfing	2.65%	2.93%	2.72%
Skateboarding	2.42%	3.03%	2.95%
Auto Racing	2.32%	2.58%	2.59%

West Blocton Union Springs Sylacauga New Hope Pinckard Rock Mills Mobile Douglas Phil Campbell Level Plains Allgood Trinity Dozier Talladega Springs Daleville Multion Meaver Ardmore Detroit e Hill Centre West Point Cherokee Ozark Henagar Bridgeport Dayton for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

Most community barriers are related to some aspect of culture that stand in the way of some segments of society having the understanding or acceptance necessary to come to faith in Jesus Christ. These barriers inhibit the flow of the gospel within a people grouping. Other types of barriers include biblical barriers and ecclesial barriers.

BIBLICAL BARRIERS

The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, biblical teaching cannot be eliminated without compromising the truth of scripture. Application barriers should be re-evaluated in light of the culture of the people group to verify that the application is transcultural instead of culture-specific.

ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and it' leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by referring t oan ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people'"[i]

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyma: Abingdon Press, 1996), 59.





Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

Cultural barriers may impede either understanding or acceptance. Cultural barriers of understanding occur because of problems with the communication of the message. Often people do not understand the gospel when it is presented to them.

CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

Cultural barriers of acceptance occur because of a variety of problems, including those related to the Christian sub-culture as well as the culture of the hearer. Sometimes unchurched people have understood that they must adopt the evangelical Christian subculture in order to come to faith -- and become like "church people" -- including dressing like them, participating in all of the church functions and activities, passively following church leadership, not questioning aspects of Christian faith and beliefs, and ignoring the poor and minorities.

Unreached People Group

Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects are so perverted by sin that they cannot be used without syncretizing. In order to identify cultural barriers of acceptance, missional congregations develop relationships within the cultural group and seek to understand who they are and what an indigenous church would look like among them in order to eliminate unnecessary barriers that have been identified that the missionary should consider in reaching out to the lifestyle segments in this site location.



South Vinemont Cuba Napier Field Fultondale Fairhope Boligee Alexandria Graysville Union Pene Feland Gulf Shores Fayette Holly Pond Coaling Waterloo Fairfield Contextual Institute Springs Sylacauga Taylor Heath Marion Georgiana Opp Akron Daviston Henagar Elmore Theodore 43 Coopyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

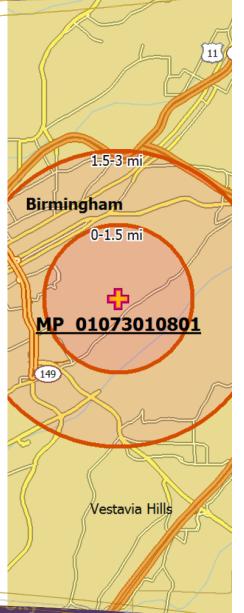
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	3- MI
Important Continue Learning New Things	50%	52%	52%	Like To Pursue Challenge/Novelty/Change	20%	19%	199
Prefer To Have Few Possessions As Possible	49%	41%	37%	Like to Stand Out In A Crowd Happy With My Standard Of	19% 18%	20% 18%	219 169
If Won Lottery Would Never Work Again	39%	33%	29%	Living Too Much Sponsorship In	17%	21%	25%
Find It Difficult To Say No To My Kids	36%	36%	35%	Arts/Sports I Am A Workaholic	16%	19%	23%
Friends More Important Than My Fam.	34%	30%	26%	Rarely Sit Down to a Meal Together At Home	15%	15%	159
Speak My Mind Even If It Upsets People	33%	35%	36%	Only Work Current Job for The Money	13%	14%	159
Woman's Place Is In The Home Don't Judge People/Way They	31% 29%	30% 30%	31% 31%	We Should Strive for Equality for All	12%	15%	179
Live Life Like Control Over People And	28%	32%	34%	On Whole People Get What They Deserve	11%	12%	12%
Resources Like To Do Unconventional	27%	26%	25%	Indulge My Kids With The Little Extras	8%	8%	8%
Things Money Is Best Measure Of	26%	26%	25%	Little I Can Do To Change My Life	7%	8%	8%
Success				I Am A Perfectionist	6%	9%	10%
Marijuana Should Be Legalized	25%	23%	22%				

Sheffield Moundville Jackson Hazel Green Southside Leighton Lake View Magnolia Springs Glen Alle Hayneville Brookwood Red Bay Hodges Newville Babbie Skyline Intercultural Institute ullman Mignon Huguley Excel Meridianville Linden Opelika Littleville for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their ears or eyes on TV) has not registered in their mind, heart or soul -- truly they have not actually "heard" (in the Biblical sense of the word) the gospel yet. They need to hear the gospel in a way that grips them where they live.

Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so too missionaries to this site location need to take "themes" out of the culture to use in sharing the gospel in a fresh and culturally appropriate way. This section provides many significant thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.



Apier Field Rehebeth Banks Adamsville Blountsville Paint Rock Prichard Lisman Indian Springs Village Redstone Arsenal Muscle Shoals Attalla Union Bessemer York Correction Intercultural Institute eta Ranburne Elba Fruithurst Springville Fort Payne Gilbertown And Confectual Ministry esocopyright 2013, Intercultural Institute for Contextual Ministry Desocopyright 2013, Intercultural Institute for Contextual Ministry Desocopyright 2013, Intercultural Institute for Contextual Ministry Desocopyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	73%	65%	60%	Consider Myself Interested In The Arts	17%	20%	21%
You Should Seize Opportunities	60%	59%	58%	Real Men Don't Cry	16%	17%	17%
In Life				Try Not To Worry About The	15%	16%	17%
Prefer To Have Few	49%	41%	37%	Future			
Possessions As Possible				Is An Important Part Of Who I Am	14%	15%	16%
Like To Understand About Nature	41%	40%	40%	Looking for New Ideas To Improve Home	13%	15%	17%
Important Feel Respected By My Peers	34%	35%	35%	Enjoy Spending Time With My Fam.	10%	11%	12%
Prefer Work Part Of Team Than Alone	31%	33%	35%	Provide My Kids With The Little Extras	6%	12%	16%
Have Keen Sense Of Adventure	30%	29%	29%	Children Should Be Allowed To	4%	6%	7%
People Have To Take Me As	29%	27%	25%	Express Themselves			
They Find Me				Feel Very Alone In The World	4%	6%	6%
Like To Just Enjoy Life	28%	25%	23%	Like Spending Most Time With	4%	5%	5%
Important To Juggle Various	27%	30%	32%	Fam.			
Tasks				Would Like To Set Up Own	3%	4%	5%
Good At Fixing Things	24%	27%	29%	Business			
Worried About Pollution Caused By Cars	23%	23%	21%	Decor Particular Interest To Me	3%	4%	4%

ewton Franklin Muscle Shoa

Balleyton North Johns North Courtiand Pickensville Guit Shores Alabaster Clayna chee Goshen Jackse Werd Prichard Clio Grand Bay Saraland Opelika Reform Loxley Hazer Intercultural Institute Trab Sumiton Gaylesville Woodstock Cleveland Dayton Clanton Linco Intercultural Institute Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.



de Steele Section Reece City Oak Grove Flomaton Mobile Geraldine Courtiand West Blocton Alton Forestdale Providence Billingsley Russellville Hartford Grant Trinity Intercultural Institute Arab Evergreen Alexandria White Hall Baileyton Guntersville Walnu for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fam. Restaurants/Steak	83%	78.2%	75.99%
Houses-Visit Any			
Fast Food/Drive-In	80.25%	80.93%	82.1%
Restaurant-Visit Any			
McDonald's	52.78%	52.87%	53.25%
Burger King	30.63%	33.25%	35.74%
Wendy's	28.96%	27.73%	28.9%
Applebee's	28.14%	26.17%	25.17%
Subway	27.43%	27.53%	27.49%
Taco Bell	25.53%	24.62%	24.77%
Olive Garden	23.23%	21.1%	20.23%
Starbucks	20.64%	17.18%	15.6%
Kentucky Fried Chicken (KFC)	20.28%	25.2%	28.76%
Arby's	19.03%	18.8%	18.87%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Chili's Grill and Bar	18.17%	15.88%	13.94%
Outback Steakhouse	17.59%	15.93%	15.05%
Pizza Hut	16.41%	18.17%	20.01%
Red Lobster	15.24%	16.21%	16.73%
Panera Bread	15.1%	11.79%	9.9%
Chick-Fil-A	14.75%	14.42%	13.89%
IHOP (International House Of	14.73%	15.46%	15.26%
Pancakes)			
TGI Friday's	14.7%	15.47%	15.09%
Cracker Barrel	14.13%	12.38%	11.25%
Dairy Queen	13.94%	13.94%	14.09%
Dunkin' Donuts	13.15%	13.05%	13.4%
Quiznos Sub	12.72%	11.82%	11.14%



Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!



ille frondale Stevenson Hammondville Bay Minette Brighton Gainesville Carrollton Billingsley Ladonia Woodstock Cherokee Valley Grande Fayette Ragland Hodges Rice Intercultural Institute ylvania Pleasant Grove Reece City Forestdale Piedmont Pleasant Grove Intercultural Institute on Elba South Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	56.97%	49.26%	45.15%
Recycled products	48.65%	38.76%	32.35%
Worked as volunteer (non political)	24.08%	19.17%	16.21%
Engaged in fund raising	14.67%	12.21%	11.66%
Wrote to elected offcl about publ bus	9.3%	7.45%	6.29%
Charitable Organization	8.42%	6.79%	5.8%

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Religious club member	8.25%	7.94%	7.57%
Wrote to editor of mag or newspaper	7.28%	6.25%	5.66%
Took active part in local civic issue	6.94%	6.18%	5.63%
Addressed a public meeting	6.7%	5.57%	4.83%
Union member	5.62%	4.81%	4.42%
Wrote to editor of mag or newspaper	5.23%	4.28%	3.66%

vel Ashland <u>Guntersville</u> Pelham <u>Bakerhill</u> Brundidge <u>Valley Head</u> Hurtsboro Ariton Heath Lipscomb Ridge Vredenburgh Lakeview Uniontown Greensboro Maplesville Saraler <u>Intercultural Institute</u> Geraldine Smoke Rise Bayou La Batre Avon Reform Napier Field Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Destavia Hills Rogersville Trinity Eutaw Moores Mill Eulton Steven

Communication Media Content

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to begin shaping targeted messages to your intended audience.



Courtland Hayden Pledmont Gordo Bear Creek Lisman Smiths Station Uniontown Florala Forestdate Lowndesboro Dayton Blue Springs Camp Hill Morris Mignon Grover Intercultural Institute eodore Robertsdale Killen Emelle Dutton Libertyville Maytown Detroit Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	25.78%	21.38%	18.08%
Mystery	16.1%	13.7%	12.08%
Children's Books	15.72%	14.13%	13.57%
Cookbooks	12.43%	11.3%	10.14%
History	10.89%	8.95%	7.56%
Biography	10.29%	8.64%	7.47%
Personal/Business	9.66%	8.25%	7.44%
Self-help			
Religious (not Bibles)	8.49%	8.81%	9.14%
Romance	6.91%	6.81%	7.13%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	76.66%	71.96%	69.29%
Gen. Editorial	53.43%	52.95%	51.42%
Womens	44.63%	45.41%	44.54%
Service	42.32%	37.1%	33.58%
Business/Finance	28.97%	25.16%	21.67%
Mens	19.69%	19.37%	19.09%
Sports	19.38%	17.64%	16.12%
Travel	15.56%	12.08%	9.71%
Mature Market	14.11%	12.57%	11.02%

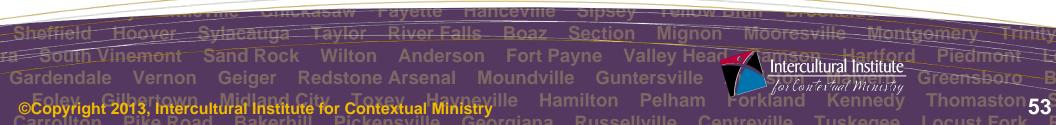
Myrtlewood Indian Springs Village Notasulga Warrior Scottsboro Morris Guntersville Hillsboro Holt Wille McDonald Chapel Kimberly Reece City Anniston Coffeeville Skyline Intercultural Institute Iomewood Vestavia Hills Cherokee Graysville Newton Ragland Ardmor Intercultural Institute Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	60.99%	55.23%	52.22%
Business/Finance	41.32%	34.36%	29.88%
Sport	37.01%	33.6%	32.07%
Editorial Page	34.51%	30.48%	27.81%
Movie Listings & Reviews	31.31%	28.21%	26.47%
Food/Cooking	30.06%	27.02%	24.52%
Comics	28.46%	26.27%	24.88%
Travel	27.74%	23.32%	20.33%
Home/Gardening	27.17%	22.94%	20.41%
TV/Radio Listings	26.84%	24.8%	23.03%
Classified	26.64%	29.01%	31.23%
Science/Technology	23.73%	19.7%	17%
Fashion	17.28%	16.54%	16.23%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Adult Contemporary	21.35%	17.94%	15.38%
News/Talk	20.59%	15.1%	11.77%
CHR Contemp Hit Radio	16.88%	17.54%	17.6%
Alternative	14.24%	10.82%	9.02%
Country	14.03%	12.66%	12.09%
Oldies	13.16%	11.32%	10.57%
All News	12.66%	9.94%	7.97%
Rock	12.66%	9.86%	8.91%
Classic Rock	12.13%	9.21%	7.62%
Variety	8.83%	9%	9.48%
Soft Contemporary	8.6%	7.18%	6.34%
Urban Contemporary	8.33%	20.53%	27.55%
Classical	7.54%	5.87%	4.45%
All Talk	7.41%	5.74%	4.8%
Sports	7.4%	5.69%	4.62%
Religious	6.78%	5.83%	5.4%
Jazz	6.49%	7.8%	7.74%
Public	6.39%	4.81%	3.56%



Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-1.5	1.5-3	3-7	MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
Fox News Channel	70.04%	64.14%	61.49%	Discovery Health Channel	31.9%	25.36%	19.44%
Soapnet	55.16%	52.17%	50.55%				
Satellite Dish	53.98%	48.77%	47.76%	ESPN2	31.78%	29.13%	27.05%
Comedy Central	50.48%	42.39%	35.88%	The Golf Channel	31.6%	27.15%	23.82%
Other Video-On-Demand	39.31%	42.31%	42.19%	Hallmark Channel	31.45%	27.89%	25.64%
ESPN Classic	39.29%	31.33%	25.35%	USA Network	31.11%	26.81%	23.98%
Sci-Fi Channel	38.56%	34.93%	33.61%	Subscribe Digital Cable	31.04%	32%	31.87%
ABC Fam.	35.2%	30.55%	27.49%	Adult Swim	30.14%	24.92%	23.17%
MSNBC	34.31%	31.92%	31.57%	TCM (Turner Classic	30.07%	26.91%	24.99%
Adult Pay Per View TV	33.9%	30.56%	28.38%	Movies)			
TV Info From Sunday TV	33.9%	30.14%	28.28%	BET (Black Entertainment	27.78%	25.86%	25.68%
Magazine				TV)			
ESPN News	32.94%	27.38%	22.33%	Video-On-Demand	27.46%	23.39%	20.15%
				Movies			
				TV Info From	27.25%	25.75%	25.43%
				Newspapers			
				Nickelodeon	26.75%	25.19%	25.21%

Nauvoo Onycha Malvern Eldridge Brookside Dutton Elmore Minor Thomaston New Brockton Ridge Wille New Market Belk Fulton Sumiton Rosa Emelle Dauphin Island Intercultural Institute Red Level Providence Monroeville Sylvania Somerville Loxley Came for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



Centreville Camden Fairfield White Hall Belk Hayneville Creola Demopolis Excel Parkville Geraldine Geraldine Ladonia Opelika Citronelle Arab Scottsboro Memphis West Bern Intercultural Institute Garaland Madison Ohatchee Allgood Lakeview Banks Talladega Kelly for Confectual Ministry for Confectual Ministry Ocopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	27.1%	23.09%	20.24%
Medium Users (4-6)	13.99%	11.79%	10.17%
Light Users (1-3)	21.45%	20.29%	20.07%
Quintiles (20%)			
Newspaper I (Heavy)	1%	1.05%	0.97%
Newspaper II	1.11%	1.55%	1.65%
Newspaper III	2.47%	2.39%	2.68%
Newspaper IV	0.19%	0.24%	0.29%
Newspaper V (Light)	1.16%	0.93%	0.98%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18%	19.37%	21.48%
Magazines II	7.35%	8.69%	9.71%
Magazines III	8.72%	9.4%	10.44%
Magazines IV	11%	11.44%	13.05%
Magazines V (Light)	0.66%	0.81%	0.78%
Outdoor I (Heavy)	7.9%	8.51%	8.56%
Outdoor II	3.03%	3.41%	3.89%
Outdoor III	3.67%	4.23%	4.86%
Outdoor IV	14.65%	15.65%	15.96%
Outdoor V (Light)	26.21%	25.84%	24.33%
Yellow Pages I	12.26%	13.55%	14.62%
(Heavy)			
Yellow Pages II	7.19%	7.55%	7.77%
Yellow Pages III	4.88%	6.92%	8.16%
Yellow Pages IV	18.21%	20.31%	22.08%
Yellow Pages V	3.03%	3.78%	4.49%
(Light)			

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on Double Springs Thorsby Croola Snead Ohatchee North Courtland Lincoln Fillmans Corner Hazel Green Emelle Daleville Carolina Madison Kellyton Elkmont Intercultural Institute vallo Killen Dayton Baileyton Orrville Trussville Yellow Bluff Union Group for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM 0-1.5 1.5-3 3-7 MEDIUM		I	l 0-1.5
MILES MILES MILES			MILES
Radio Drive Time Quntiles TV Prime	e Time	Quntiles (fifths	Quntiles (fifths
(fifths / 20%) / 20%)			
Drive Time I & II (Heavy) 2.92% 3.09% 3.54% Prime Ti	me I & II (He	eavy)	eavy) 3.36%
Drive Time III (Medium) 0.82% 0.81% 1.04% Prime Ti	me III (Mediur	m)	m) 1.56%
Radio IV & V (Light) 2.13% 2.35% 3.01% Prime Ti	me IV & V (Lig	ht)	ht) 5.85%
Radio Media Quntiles (fifths / TV Early	/Late Fringe Qu	untiles	untiles
20%) (fifths / 2	0%)		
Radio I & II (Heavy) 8.85% 9.56% 10.75% Fringe I	& II (Heavy)		43.23%
Radio III (Medium) 4.48% 4.17% 4.41% Fringe II	l (Medium)		47.77%
Radio IV & V (Light) 2.63% 3.44% 3.95% Fringe IV	/ (Light)		53.03%
Cable TV Quntiles (fifths / TV All Da	ay Quntiles (fifths	s /	s /
20%) 20%)			
Cable I & II (Heavy) 17.76% 15.62% 14.02% All Day I	& II (Heavy)		11.97%
Cable III (Medium) 4.35% 5.06% 5.33% All Day I	II (Medium)		23.41%
Cable IV & V (Light) 32.79% 35.16% 35.93% All Day I	V (Light)		13.88%



Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands --0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	14.33%	13.14%	12.32%
6:00am - 10:00am	26.26%	22.99%	21.1%
10:00am - 3:00pm	7.84%	11.99%	13.43%
3:00pm - 7:00pm	12.15%	14.09%	15.97%
7:00pm - Midnight	18.1%	15.64%	14.39%
Midnight - 6:00am	6.77%	8.38%	8.5%
Weekend Radio			
Listeners			
Dayparts [summary]	13.35%	13.97%	14.3%
6:00am - 10:00am	6.17%	5.42%	4.72%
10:00am-3:00pm	10.59%	9.49%	8.21%
3:00pm - 7:00pm	6.94%	8.79%	8.91%
7:00pm - Midnight	10.58%	10.54%	10.72%
Midnight - 6:00am	14.07%	15.31%	15.14%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	10.76%	9.03%	8.05%
Saturday:	9.28%	8.8%	8.82%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.87%	10.13%	9.9%
9:00am-1:00pm	25.46%	23.74%	22.85%
9:00am-4:00pm	29.49%	27.85%	26.8%
4:00pm-7:00pm	34.29%	31.32%	30.43%
11:00pm-1:00am	41.32%	40.08%	40.2%
AVG Prime time Mon-Sun	3.75%	4.35%	4.79%

Hill Natural Bridge Valley Head Valley Dayton Indian Springs Village Silverhill Pinson Moulton Brooks Faunsdale Woodland Albertville Theodore Harvest North Courtland Intercultural Institute Silverhill Pinson Moulton Brooks Walnut Grove Elmore Oxford Prichard Adamsville Scottsboro Killer For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-1.5	1.5-3	3-7		TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	21.2%	19.85%	19.21%		Sat: 7-10am	Sat: 7-10am 24.76%	Sat: 7-10am 24.76% 21.98%
7-9am	31.78%	29.13%	27.05%		Sat: 10am-1pm	Sat: 10am-1pm 10.23%	Sat: 10am-1pm 10.23% 9.9%
9am-12noon	21.41%	18.19%	16.75%		Sat: 1-4pm	Sat: 1-4pm 27.32%	Sat: 1-4pm 27.32% 25.26%
12noon-4pm	8.08%	9.66%	10.05%		Sat: 4-6pm	Sat: 4-6pm 8.29%	Sat: 4-6pm 8.29% 8.12%
4-6pm	61.42%	55.2%	51.24%		Sat: 6-7pm	Sat: 6-7pm 3.07%	Sat: 6-7pm 3.07% 2.26%
6-7pm	18.48%	17.19%	16.99%		Sat: 7-8pm	Sat: 7-8pm 1.57%	Sat: 7-8pm 1.57% 1.28%
7-7:30pm	2.15%	1.9%	1.75%		Sat: 8-11pm	Sat: 8-11pm 9.28%	Sat: 8-11pm 9.28% 8.8%
7:30-8pm	9.25%	10.09%	10.46%		Sat: 11pm-1am	Sat: 11pm-1am 6.17%	Sat: 11pm-1am 6.17% 6.21%
8-11pm	10.76%	9.03%	8.05%		Sat: 1am-7pm	Sat: 1am-7pm 31.11%	Sat: 1am-7pm 31.11% 26.81%
11pm-12am	34.31%	31.92%	31.57%		Sun: 7-10am	Sun: 7-10am 1.84%	Sun: 7-10am 1.84% 1.9%
11pm-1am	41.32%	40.08%	40.2%		Sun: 10am-1pm	Sun: 10am-1pm 6.92%	Sun: 10am-1pm 6.92% 5.58%
1-6am	40.76%	36.82%	33.25%		Sun: 1-4pm	Sun: 1-4pm 6.66%	Sun: 1-4pm 6.66% 5.94%
					Sun: 4-7pm	Sun: 4-7pm 13.61%	Sun: 4-7pm 13.61% 12.55%
					Sun: 7-11pm	Sun: 7-11pm 10.87%	Sun: 7-11pm 10.87% 10.13%
					Sun: 11pm-1am	Sun: 11pm-1am 4.8%	Sun: 11pm-1am 4.8% 5.3%
					Sun: 1-7am	Sun: 1-7am 23.24%	Sun: 1-7am 23.24% 21.46%

Langston Memphis Attaila Pell City Powell Union Grove Glen Allen Prichard Black Chelsea Loachap Hainut Grove Anderson Pleasant Grove Phenix City North Johns Nauver Intercultural Institute ridgeport Flomaton Munford Bear Creek Rogersville Madison Woodlar For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

The Cultural Bridges provide lists of activities and interests that are common among some groups of people in this mission site. Missional team members and church planters may use this data as the basis for creating intentional redemptive relationships. The Cultural Barriers list gives attitudes that may become a barrier to the spread of the gospel. The Cultural Themes are attitudes that may be the basis for developing a gospel presentation.

Issues for Your Consideration

- 1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
- 2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?
- 3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.
- 4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.



Using the Shared Places, Projects, Media Content and Usage

The Shared Places provides a list of restaurants and restaurant types that are frequented by some groups of people in the mission site. If a particular restaurant chain is not in your area, look for similar types of restaurants. The Shared Projects section lists various activities in which some people in the mission site are engaged. The Media Content and Usage sections give a window into the types of media content that is preferred and the times media is commonly used

Issues for Your Consideration

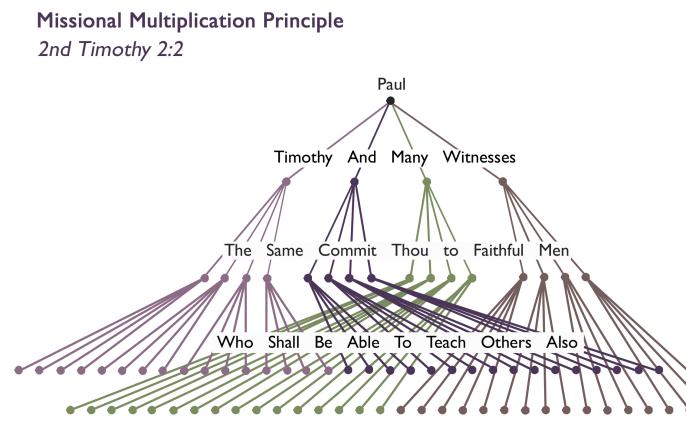
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
- 3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at ths mission site more effectively?
- 4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

Frant Geneva North Johns Mentone Stevenson Pike Road Woodville Pisgah Livingston St. Florian Geneva A sette Killen Triana Dayton Enterprise Lineville Carrollton Odenville intercultural Institute Hartselle Heath Mount Vernon Brewton Ladonia Graysville Moores for Contextual Ministry le Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Mi

Biblical Missional Multiplication

Biblical missional multiplication builds upon disciplemaking and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.



form Woodville Onycha Ardmore Ohatchee Decatur West End-Cobb Town McKenzie McDonald Chapel Ridge Daviston Falkville Geiger Creola Double Springs Southside Hole Intercultural Institute Gurley Natural Bridge Napier Field Orrville Brookside Gantt Alexan for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Argo Camp Hill Sweet Water Tarrant Cottonwood 62

Establishing Redemptive Relationships

Missional Multiplication occurs when redemptive relationships move people through a process to bring people to Christ. This process is most successful as we relate to people based on their identity. Five types of identity enable us to connect with people and see them move through this process.

Communication Steps

- 1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.
- 2. Face-to-Face: Begin interacting with the person; building a personal rapport.
- 3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.
- 4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
- 5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.





Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituallity of this particular location. This report relects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

Additional help regarding this MissionSite location may be obtained at www.iicm.net. IICM provides access to a number of resources:

- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org





Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
- 3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
- 4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
- 5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.
- 6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.



APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Mountain Brook	3631 Montevallo Rd S Birmingham, AL 35213	0.75 mi	529	Plateauing
2	McElwain	4445 Montevallo Rd S Birmingham, AL 35213	1.56 mi	318	Plateauing
3	New Hope-South Avondale	4022 4th Ave S Birmingham, AL 35222	1.87 mi	0	Plateauing
4	Crestway	6400 Crestwood Blvd Birmingham, AL 35212	2.07 mi	233	Declining
5	Christ for the Nations	PO Box 110456 Birmingham, AL 35211	2.25 mi	0	Plateauing
6	Baptist Church of the Covenant	2117 University Blvd Birmingham, AL 35233	2.53 mi	176	Growing
7	Central Missionary	PO Box 12784 Birmingham, AL 35202	2.69 mi	65	Declining
8	Southside	PO Box 55058 Birmingham, AL 35255	2.72 mi	163	Declining
9	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226	2.72 mi	0	Plateauing
10	Mt. Mariah	7300 Georgia Rd Birmingham, AL 35212	2.75 mi	0	Plateauing
11	Brookwood	3449 Overton Rd Mountain Brook, AL 35223	2.82 mi	562	Declining
12	Cahaba Heights	3800 Crosshaven Dr Birmingham, AL 35243	2.89 mi	91	Declining
13	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	3.08 mi	0	Plateauing
14	Vestavia Hills	2600 Vestavia Dr Vestavia Hills, AL 35216	3.12 mi	413	Plateauing
15	Birmingham First	2209 Lakeshore Dr Homewood, AL 35209	3.32 mi	419	Declining

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APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Irondale First	6001 Old Leeds Rd Irondale, AL 35210	3.35 mi	216	Plateauing
17	Philadelphia	3001 Pump House Rd Birmingham, AL 35243	3.45 mi	239	Growing
18	Overton First	4137 Buckthorn Rd Birmingham, AL 35210	3.54 mi	29	Declining
19	Ruffner Valley	557 Ruffner Rd Irondale, AL 35210	3.57 mi	60	Declining
20	East Lake Full Gospel	7220 4th Ave N Birmingham, AL 35206	3.78 mi	87	Growing
21	Liberty Park	12001 Liberty Pkwy Vestavia Hills, AL 35242	3.86 mi	291	Plateauing
22	Dawson Memorial	1114 Oxmoor Rd Birmingham, AL 35209	3.87 mi	2,245	Plateauing
23	Spirit of Faith	PO Box 611230 Birmingham, AL 35261	4.23 mi	14	Plateauing
24	Agape Missionary	8078 Lizmore LN Pinson, AL 35126	4.24 mi	0	Plateauing
25	Pineview	905 Pineview Rd Irondale, AL 35210	4.59 mi	51	Declining
26	Lake Highland	508 82nd St N Birmingham, AL 35206	4.79 mi	58	Growing
27	Lakewood	8300 9th Ave S Birmingham, AL 35206	4.84 mi	118	Declining
28	New Birth Christian	19 Ragland Drive Odenville, AL 35120	4.87 mi	0	Plateauing
29	Plainview	1389 Park Ave Birmingham, AL 35217	4.98 mi	38	Declining
30	Tarrant First	1533 E Lake Blvd Birmingham, AL 35217	5.05 mi	69	Declining

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APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Mount Calvary	2125 Hill Dr Tarrant, AL 35217	5.13 mi	79	Declining
32	Raleigh Avenue	309 Raleigh Ave Homewood, AL 35209	5.26 mi	141	Growing
33	Sixth Avenue	1101 Martin Luther King Jr Dr Birmingham, AL 35211	5.35 mi	1,615	Growing
34	Central	1225 E Lake Blvd Birmingham, AL 35217	5.35 mi	101	Declining
35	Grantswood	4850 Grantswood Pl Irondale, AL 35210	5.37 mi	47	Growing
36	Victory Missionary	3308 Wesley Ave, Apt 2 Birmingham, AL 35221	5.39 mi	75	Plateauing
37	Shades Mountain	2017 Columbiana Rd Vestavia Hills, AL 35216	5.60 mi	2,096	Growing
38	Iglesia Cristiana Agape	2025 Patton Chapel Rd Hoover, AL 35216	5.64 mi	61	Growing
39	Good News	2023 37th Ave N Birmingham, AL 35207	5.73 mi	0	Plateauing
40	Grace Covenant	2059 Columbiana Rd Suite 103 Birmingham, AL 35216	5.79 mi	0	Plateauing
41	Rose Hill	1670 Alton Rd Irondale, AL 35210	5.80 mi	27	Growing
42	Mt. Carmel	5110 Cheek Rd Birmingham, AL 35207	5.82 mi	0	Plateauing
43	Mt. Zion	715 12th Ave W Birmingham, AL 35204	5.86 mi	100	Plateauing
44	New Georgia	5300 Decatur Hwy Birmingham, AL 35207	5.88 mi	76	Growing
45	South Roebuck	501 Mountain Dr Birmingham, AL 35206	5.94 mi	272	Plateauing

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